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## Introduction to Profit Builders

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So, you want to know the insider secrets to making money in email marketing. You already know just how profitable email marketing and list building can be, so naturally, the next step is to build your own.

When I was first introduced to email marketing I didn't quite understand the concept. How could an email list of subscribers actually make me money?

Then, I thought that maintaining a mailing list would be far too costly or time consuming. After all, you have to stay in close contact with your subscriber base, provide exceptional value, solid, fresh content and answer the burning questions that are on the minds of potential customers.

The truth is, once I harnessed the power of a rock solid email list and I learned the true, tried-and-tested formula to creating winning email campaigns that moved people and provoked them into taking action . I was able to make more money than I have ever made before.

Plus, I was able to move into countless other niche markets, creating a recognized brand and becoming a name that people knew and trusted.

You see, learning the proven strategies to creating successful email campaigns will carry you the distance in any niche market you venture into. Not only will it provide you with an instant audience of hungry buyers (and therefore guaranteed profits with every email), but it is the easiest way to build credibility, establish authority and expand your outreach in virtually any

market online.

Are you ready to discover the key components of building a 7-figure mailing list?

Then without further delay, let's begin!

## The Anatomy Of A Successful Marketing Email

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In order to create email campaigns that your subscribers will respond to, you need to identify the many different components that make up a winning marketing email.

In the next few segments of this special report we will take a closer look at each section beginning with:

### **1: Establish Purpose**

The goal is to create targeted mailing lists based on specific niche markets or groups of consumers. In order to target active customers within your markets, you need to establish purpose . a specific focus for your mailing list.

Ask yourself: Who are you looking to reach out to? What does your average consumer need? What could you offer to your market that they would be interested in?

You need to first identify your buyer base so that you can better understand your reader and when you do this, you will be able to create compelling emails that directly connect with your market base. Your messages will be opened, read and subscribers will feel motivated into taking action . so not

only will your open rate soar but your email content will yield results!

One thing to keep in mind is that your writing style and the voice of your mailing list should vary, depending on the type of market you are targeting.

For example, if you are involved in health markets or niches, you might want to take a passive voice, or a more personal approach. Your emails may tell a story of your own personal experiences, or the ways in which health issues have affected your life.

If you are targeting a general business market, you may want to take a more aggressive tone, with a writing style that is more formal and direct.

It's important that you understand your subscriber base as a whole so that you can create emails in a voice, style and tone that are designed to connect, motivate and prompt readers into taking action.

How can you better understand your market and get to know subscribers quickly and easily?

Consider visiting public community boards, forums and social media hubs such as Facebook or Twitter. Seek out pages on Facebook that were created for your core market and analyze what people are responding to and most interested in.

Tip: Use Pinterest.com as a way of gathering Intel on your niche market. Discover new pages, explore pins and article content to see what other

marketers are doing to connect with their audiences.

## Breakdown of a Winning Email Message

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Every email campaign is made up by many different elements and when they all come together you end up with a powerful email campaign that is guaranteed to be a success.

### **2: Email Campaign Elements**

Understanding the purpose of each element is necessary so that you're able to create the most targeted email campaigns possible.

Let's take a closer look at the primary elements of an email campaign:

#### **Subject Line:**

The subject line of your emails are incredibly important because they serve one purpose (and one purpose only) . to prompt subscribers into opening your email and reading your content.

So, that being said . your subject lines are critical in the success of your email campaigns. They need to be compelling, exciting, thought provoking, and most importantly . unique.

Remember, you are competing with hundreds of other emails that land in your subscribers' inbox so you need your email subject line to grab their attention and stand out.



If you are a well known figure in your market, adding your name to the subject line may be helpful in boosting open rates since your subscribers are able to instantly identify you.

For example, you might use:

**Chris Marks: 3 New Sources For Unlimited Free Traffic**

Your subject line may emphasize how opening the email can help your subscriber or provide value or be useful in some way.

For example, you might use:

**10 Ways To Clear Up Acne Without Medication**

You want to make sure that your subject line is clear to your readers and that it will pass through spam filters.

Avoid over-using words like “*free*”, “*discount*”, “*urgent*”, “*call now*” or “*reminder*” and if your emailer system (autoresponder account) provides the option to test your emails spam score, use it wisely. It can help you learn how to write better emails that will make their way into inboxes rather than spam folders.

Also avoid wordy subject lines. If it's too long it runs the risk of being truncated and may be confusing. Look for ways to shorten your email subject lines and drive the message home in as few words as possible. *If you can say it in five words, don't use ten!*

**Tip:** Curiosity may have killed the cat, but it is also an important motivator in boosting open rates. Also, consider using subject lines that provide readers with a sense of urgency such as a time-limited event, offer or deadline that will compel them to act quickly.

### **Opener:**

Your email opener is incredibly important because it serves as your introduction, your greeting.

You know for yourself just how important first impressions are and when it comes to boosting response rates in email campaigns, your opener can make or break your success.

If you are known within your market, your email opener can be as simple as identifying yourself and moving onto the body of your message but if you are still building credibility and recognition in your market, your email opener is a critical component in keeping readers focused on your message.

If you are not yet known, you will want to consider that a reader is looking for one thing and one thing only . ~~what's~~ in it for me?+and your email opener should instantly answer that question.

Learning to create powerful openers takes skill and practice but you can bolster your open rate instantly just by taking a conversational tone. Writing solid email copy isn't about tricking the reader or being clever . it is about taking a direct approach to communicating and connecting with your

audience.

*Here are a few examples of solid openers:*

%Have you heard? +

%If you've seen anything like me +

%Because you are a +

%Did you know? +

%Have you ever wondered? +

%Believe it or not +

%I need your help +

%I'll get right to the point +

%When was the last time that you +

%Remember when +

**Tip:** Keep in mind that certain email programs will display the first 3-5 lines of the email so your opener may appear as part of the subject line on mobile devices. Make sure that your opener offers a solid hook that will grab their attention. Keep your opener to 4 lines or less.

### **Call to Action:**

Your call to action is THE most important element of a successful email message because it is what drives your message home and is what ultimately indicates whether your marketing message, opener, subject line and offer have done their job.

Your call to action is what directs readers into taking action and if you can't

write a powerful call to action, you'll always suffer from an underperforming email campaign. It's that important.

So, what can you do to increase your chances of creating a successful email that features a compelling call to action?

*Here are a few tips to help you get started:*

### **Minimize The Number of Calls-To-Action**

You want to keep your reader focused on taking the next step, so don't confuse them by convoluting the process or adding in multiple call to action prompts. Direct them with a clear signal and minimize your calls-to-action. Keep in mind that if you give a reader too many choices or make the decision process difficult, they will likely choose to do nothing at all.

**Make your call to action stand out.** You can do this easily just by separating your call to action from the rest of your email copy and by adding characters or highlighted text around your message such as:

**>> Like us on Facebook! <<**

**→ Click Here For Your Free Trial!**

Make sure that your call to action is obvious and can't be mistaken in any way. Use blue links that are underlined (the traditional link color) that will be recognized by readers.

Now isn't the time to choose funky colors or mouse-over effects. Keep it

simple, recognizable as a prompt to action . and be direct.

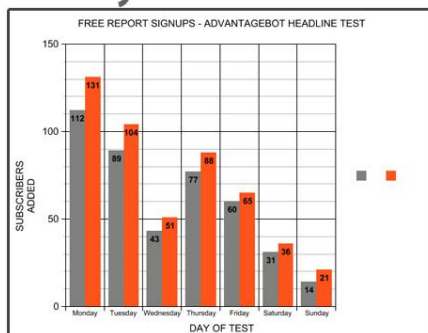
**Tips:** Some of the best places for a call to action is above the fold, middle content and in the P.S area of your email body.

Test out different placement as well as how many times your call to action appears to determine how your audience responds to different variations!

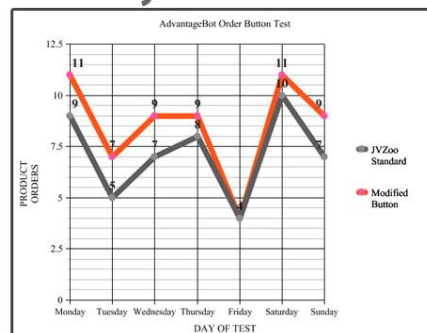
**Hot Resource:** If you are interested in creating winning subject lines and powerful call to action prompts that will prompt readers into taking action, be sure to drop by Advantage Bot at <http://www.AdvantageBot.com>

## The AdvantageBot Advantage

### 7 Day Headline Test: 7 Day Button Test:



**16.43% Subscriber Boost  
With AdvantageBot Headline**



**20% Sales Growth Using  
AdvantageBot Order Button**

Sample data calculated using a standard 7 day, A/B split test using same source web traffic. In both tests only 1 simple change was made to the page but clearly the results using AdvantageBot speak for themselves.. We have successfully replicated similar results across hundreds of web properties over the last 12 months!

**AdvantageBot** works for every type of email campaign and will maximize open rates AND response rates by helping you test and improve your email marketing messages. From ad copy, headlines, and subject lines to your call to action . AdvantageBot is the complete tool for maximum results!

### **Signature:**

Your signature space is where the magic of branding takes place. It is your sign off, your way of ending the discussion, and is one of the last things that your readers see before they respond to your call to action.

Consider creating a signature that includes a memorable, consistent message, as it will become part of your overall branding.

*For example, you might use any of the following:*

%Stay focused and on trackõ +

%Make the decision to be successfulõ +

%To getting & staying healthy!...+

%To continued successõ +

Depending on your niche, your signature could include motivational elements, reminders or just a friendly farewell:

%Our partner in successõ +

%Our good old palõ +

Your signature space should always include your full name and website URL.

### **P.S:**

The P.S or postscript may be a simple sentence or an entire paragraph that appears at the very bottom of your email message.

Postscript is important because it reaffirms your message and offers you the opportunity to remind readers to take action.

Your P.S can also be a powerful way to get clicks from email skimmers (those who don't read the entire message but instead scroll down to the bottom of the page). Keep your postscript to just one, if possible. Multiple uses may flag your email as spam.

Here are a few ways to use the P.S in order to get more clicks:

### **Reminder of main benefit**

What is the most important benefit of your product or service? You can use the P.S area as a way of reminding your reader how your offer will benefit them.

For example, if your main benefit was to save time, your P.S might be:

**Don't forget that this product will not only save you a tremendous amount of money, but it will also save you time! [Click Here!](#)**

### **Create A Sense of Urgency**

Your P.S can invoke a sense of urgency and motivate readers into taking action quickly before losing out on an opportunity to benefit from your product or service.

**Don't forget that we're only offering this special discount to the first 50 people who respond! [Click here](#) to find out if you are one of the lucky**

**ones to get this product at a fraction of its retail value!**

### **Branding Continued**

Your postscript area is a great way to continue your signature branding, and can be as personal as you wish to be.

Consider adding a sincere message, encouragement or motivation within your postscript followed by a direct link to your landing page.

**I know how difficult it can be when dealing with extreme acne, but I want to help you clear up your complexion so that you can live a better, happier life. [Click here](#) and I'll show you how you can be acne-free!**

### **Split Testing Your Emails For Maximum Profits**

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*When is the best time to email your list? What email subject lines yield the best results? Do subscribers respond to 2 calls-to-action, or 3? Is my P.S effective? Are people preferring a personal tone to a direct one?*

These are questions that burn on the minds of email marketers everyday. Knowing how your audience responds to different email messages will ultimately help you create winning campaigns without fear that your emails go unopened.

But how can you read the minds of your readers? How can you better understand what they respond to, what they prefer and what motivates them



to click the call to action and follow your lead?

## **By split testing your email messages!**

Split testing your email campaigns is an incredibly important part in creating winning emails because it will give you insight into how your audience responds to each and every email that you send out.

*How does split testing work?*

It's easy. The most common form of split testing is called A/B Testing and it involves sending the same email message to two equal groups of people with only one different component.

For example, you might send an email to 2 groups that consist of 50 subscribers. The email message is identical apart from the subject line.



A winning campaign is selected based on the higher number of responses.

That campaign is used in the next A/B test against another new email message, again with only one different component.

A/B Split testing gives you the opportunity to test out different components of your email message, such as your subject line, postscript, calls-to-action and even the length of your message or the time of day in which you email your subscribers!

Most autoresponder provides including [www.Aweber.com](http://www.Aweber.com), [www.GetResponse.com](http://www.GetResponse.com) and [www.MailChimp.com](http://www.MailChimp.com) all provide the ability to split test your email messages so give it a try!

### **Split Testing Tips:**

Test out all of the components that make up your email campaign, starting with your subject line, opener, calls-to-actions and the layout. Move on to test out different days and times in order to determine what yields the best results.

Only test one component at a time to avoid confusion. For example, if you begin with testing different subject lines, everything else about your email message should be the same.

Don't forget that you can split test more than just the email message itself. Test out different URL destinations such as a variety of landing pages, sales pages as well as whether your audience responds well to direct copy (leading them to a sales page) or to a warm up page such as an article or blog.

You can also test out personalization elements to see whether they hurt or help your results. Include your readers name, location or other demographic information that will help to better connect with your audience. Never stop testing!

## The Importance Of Tracking Results

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In order to create compelling email messages that yield results you need to know your metrics. Not only will this help you to better understand your audience but also, it will automatically improve your results and increase your profits.

*What sort of things should you track?*

Open rates and response rates are both very important to know and should be the starting place when tracking results. What you want to do is create a snapshot that provides a general overview of what is working and what isn't.

You can do this with Google Analytics available at

<http://www.Google.com/Analytics>

Once you have an account you can log into your autoresponder account and add your unique Analytics ID to your profile field. It will be in the form of UA-12345-6.

Keep in mind that it may take up to 24 hours for your results to appear within your Google Analytics account.

You can gather important Intel through your autoresponder provider as well such as open rates, response rates and click-through rates. Explore your

account to see all of the options that are currently available to you and enable all forms of metric tracking.

### **Using Campaign Tags**

By far one of the most overlooked forms of further tracking your individual email performance but one of the most effective. Campaign tags will show you exactly what email was the source of an action taken by your reader.

For example, if you emailed your subscribers today and tomorrow, you can't be sure which email was responsible for an action taken in the future (should a subscriber only read your emails a week or two from now), but with campaign tags you are able to identify the specific email AND even the specific link contained within the email!

You can do this easily with the Google Analytics URL Builder available at: <http://support.google.com/analytics/bin/answer.py?hl=en&answer=1033867&rd=1>

If you don't have time to create campaign tags with Google Analytics you can use a service that automatically offers these tags such as [www.Aweber.com](http://www.Aweber.com) or [www.MailChimp.com](http://www.MailChimp.com)

## Building Quality Lists

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The money is in the list, or so they say, so doesn't that mean that the larger the list, the more money you'll make?

*Not necessarily!*

The quality of your list is far more important than the quantity. When it comes to email marketing success, size really isn't all that important if no one is responding to your offers or genuinely interested in what you have to offer.

Instead, focus only on adding active buyers . . . and motivated subscribers to your list.

An easy way to start capturing leads and building quality lists is with the automatic list-building software available at <http://www.SqueezeNinja.com>

One of the most powerful features of Squeeze Ninja is that not only does it give you the opportunity to create a fully optimized & monetized sales funnel in less than 3 minutes even if you are technically challenged!

Check it out and preview the live demo at:

<http://squeeze ninja.com/gifts/TakeATestDrive/index.php>

Not only will Squeeze Ninja create your opt-in forms and help you place them strategically so that they stand out and get results, but Squeeze Ninja will

also ***automatically create your freebie/gift/incentive delivery page*** so that subscribers are instantly rewarded with a bonus offer just for opting into your mailing list!

Keep in mind that Squeeze Ninja is designed to simplify your list building efforts and will work with virtually any autoresponder service.



Visit <http://www.SqueezeNinja.com> to grab your copy!

## Final Words: Last Minute Tips

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The way that you think about email marketing is important. One of the greatest mistakes that email marketers make is in trying to sell within the email itself. That's not how email marketers are successful, nor is it the best way to build a foundation for your business.

Instead, consider your emails as a way of greeting and connecting with your subscribers . and use them as the doorway that leads potential customers to your products, services and offers.

Never try to sell directly in your emails. The sole purpose of your email campaigns is to put your marketing message in front of your audience so that you can direct them where you need them to go (website, blog, sales page, social media profiles, etc.).

Keep your emails focused and direct. Don't confuse readers with lengthy emails, and avoid over-using calls-to-action prompts. Make it easy for your readers to know what to do next . guide them to their destination and remind them about how they'll benefit (what's in it for them). **Communicate and Connect** and the rest will follow.



*To your email marketing success!*

Jeremy Eislson

**P.S:** If you want to save yourself a lot of time while building quality lists, be sure to check out Squeeze Ninja at <http://www.SqueezeNinja.com> and set up your Google Analytics account as well, so that you can begin tracking your results.

Want to be able to give away free reports like this to build your own lists?

[CLICK HERE to get a Huge DISCOUNT](#) on a lifetime pass to our own AutomatedListProfits.com club where you will get TWO brand new reports on in demand topics that you can give away each month. Each package includes a squeeze page, 7 part email autoresponder follow up series & keyword research all done for you.